

Delaware Tourism Office

Direct Grant Program – FY 08

PROGRAM DESCRIPTION

The purpose of the program is to attract visitors to Delaware and to bring in overnight business to Delaware. (*Delaware Statutory Authority: 73 Delaware Laws Chapter 312; Section 50*) The goal of the Direct Grant Program is to increase the visibility of Delaware's tourism product. Direct Grants are geared only toward not-for-profit tourism entities. All projects must tie in to Delaware Tourism Office's Strategic Plan for the tourism industry.

The total amount available for Direct Grants is designated by the General Assembly in the operating budget. It is expected that there will be a number of direct grants awarded. To be eligible, organizations must have a marketing plan with a clear vision as to how to attract out-of-state visitors.

Grants are to be used for marketing Delaware tourism organizations, products, programs or areas.

Use of Funds:

It is expected that the funds will be used to actively market the petitioning tourism organization or partnership of organizations to attract new overnight visitors to the state of Delaware. There are two categories of Direct Grants to apply from:

- 1) Collateral creation (maps, brochures, travel guides, website, online marketing)
- 2) Photography and videography (CDs, DVDs, TV commercials)

The grant must target one of the niche markets that have been identified in the Delaware Tourism Office's Strategic Plan:

- 1) Outdoor Recreation/Nature Tourism
- 2) Cultural and Heritage Tourism
- 3) Meetings and Conventions
- 4) Sports and Special Events

A tracking mechanism must be in place to measure R.O.I. for visitation or overnight stays. The same organization may apply for more than one Direct Grant.

Award Determination:

Organizations receiving awards will be selected by a panel composed of employees or members of the following:

- Delaware Tourism Office
- Governor's Tourism Advisory Board
- House Tourism Committee

Criteria:

Organizations must demonstrate that their vision must support one or more of the goals of the Delaware tourism industry's Strategic Plan. Awards will be based on the organization's ability to communicate a vision that the panel believes is possible and has the potential to increase tourism. The program must be geared toward attracting new out-of-state visitors and overnight business. Only not-for-profit tourism entities are eligible. The Delaware Tourism Office's name, brand logo, and web address must appear on all created collateral. The Delaware Tourism Office will have full rights to use photography and videography produced. There will be no attempt to balance the awards geographically, politically, or categorically nor discriminate geographically, politically, or categorically.

Award Process

All complete applications received by April 25, 2008 will be forwarded to the awards panel for rating. The applications receiving the highest average rating will be scheduled to make an oral presentation to the panel. The awards will be announced by May 23, 2008.

Direct Funds Deadline Schedule*:

Completed applications are due	April 25, 2008
Finalists announced	May 9, 2008
Oral presentations for direct grant	May 20, 2008
Awards announced by	May 23, 2008
Preliminary Status reports due	July 25, 2008
Secondary Status reports due	November 14, 2008
Final Report and Invoices due	April 1, 2009

**There will be no extensions of any of the deadlines for any reason, regardless of the circumstances.*

Delaware Tourism Office

Direct Grant

RULES

Eligibility

- ◆ Only in-state tourism entities may apply.
- ◆ Not-for-profit tourism-related businesses and organizations are eligible. Organizations must submit proof of 501(c)(3) or 501(c)(6) status and supply 990 IRS documentation when applying for a direct grant. Organizations can not apply under the umbrella of another organization such as a Chamber of Commerce.
- ◆ The same organization may apply for more than one Direct Grant.
- ◆ The organization's main product or program must fit into the Delaware Tourism Office's Strategic Plan for the tourism industry.
- ◆ Organizations may not apply for a direct grant if grant requirements were not met in the previous fiscal year.
- ◆ Grant recipients may not receive grant funds for the same program more than two times.

Application Requirements

- ◆ Incomplete applications will not be considered (see application for required attachments).
- ◆ Submit four complete copies of each application (three-hole punch application, but do not bind).
- ◆ More than one application may be submitted per organization..
- ◆ All completed applications must be sent to the Delaware Tourism Office - 99 Kings Highway, Dover, DE 19901. Applications will not be accepted after the deadline or at any other location. Applications may not be submitted electronically, via fax or email.
- ◆ It is the responsibility of the applicant to ensure that the application is complete and received prior to deadline.

Direct Grant Award Payments

- ◆ Final payments may be requested after all project completion requirements have been met and proper documentation is submitted.
- ◆ All invoices must be submitted to the Delaware Tourism Office by April 1, 2009

Use of Funds

Funds may not be used for:

- ◆ General operating expenses, including staff salaries, overhead or personnel expenses
- ◆ Administrative expenses, including any commissions, fees or other expenses for administration of the project
- ◆ Food and beverages
- ◆ Equipment purchase or rental
- ◆ Business directories
- ◆ Postage, shipping and office supplies
- ◆ Meeting expenses
- ◆ Website domain registration or hosting
- ◆ Event sponsorship
- ◆ Anything contrary to state law

Based on the project definition, other restrictions on the use of the funds may be added at the time of the award.

Project Completion Requirements

At a minimum the following must be submitted for final payment:

- ◆ Completed project
- ◆ Completed project report
- ◆ Invoices
- ◆ Project budget
- ◆ Out of state distribution plan for project
- ◆ Delaware Tourism Office's name, brand logo, and web address must appear on all created collateral

Other project completion requirements may be added at the time of the award based on project definition.

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